

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Blue Grass Manufacturing Company

Kentucky Manufacturing Assistance Center

#### Blue Grass Manufacturing Reaches Out To New Markets

##### Client Profile:

Blue Grass Manufacturing, based in Lexington, Kentucky, is a full-service contract manufacturer and a member of Supply Chain Alliance, LLC. The alliance is a select group of ISO 9002-certified companies that provide one-stop sourcing to customers by taking their product concepts from design to manufacturing and through distribution. As a member of this alliance, Blue Grass Manufacturing offers an array of products and services ranging from machined components for the heavy truck industry, tooling for automotive companies, fabricated product for the utility industry, micro-welded mounts for lighting, major electromechanical assemblies for appliances, and packaging services for the consumer industry. The 42 year-old company employs nearly 100 workers.

##### Situation:

Blue Grass Manufacturing (BGM)'s production and profits were slowing, partially due to a downward trend in proposals and contracts. Because traditional sales approaches were no longer resulting in the necessary number of face-to-face sales meetings with potential new clients, too much sales force time was being invested in researching and targeting new leads rather than selling. BGM wanted to find a cost-effective method for increasing the efficiency of its sales force by using alternative methods of lead generation. Further, BGM management wanted pre-qualified leads to confirmed decision makers. The company contacted the Kentucky Manufacturing Assistance Center (KMAC), a NIST MEP network affiliate, for guidance.

##### Solution:

KMAC leveraged its business experience and resource network to offer BGM a sales lead generation program combining traditional telemarketing with professional screening techniques and hi-tech information delivery. The program's objective focused on improving and expanding the company's sales efficiency, as well as increasing awareness of the company and its services. As part of the program, BGM received fixed-cost batches of pre-qualified sales leads that matched client needs and interests to BGM capabilities. This information was then delivered directly to BGM sales team members as close to real time as possible via a secure web site. This program offered the BGM sales force the freedom to focus on making sales rather than on prospecting, and gave them access to new customers and markets.

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**Results:**

Increased leads.

Increased sales.

Generating higher sales per employee.

Facilitated new market development.

**Testimonial:**

"With the Kentucky Manufacturing Assistance Center's help, we're getting in doors we couldn't get in before, plus some that we didn't even know about. We are very pleased with the results of the lead generation program and appreciate the effort of everyone at KMAC in helping us get this program under way. I just wish that we had found it and started sooner."

Don Bundy, President